

()

" - "

() ()

.

/

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

()

/ /

/ :
:

/ :
:

/ :
:

/

/

المحتويات

A scatter plot with a grid background. The x-axis has 10 major tick marks and 11 unlabeled data points. The y-axis has 6 major tick marks and 7 unlabeled data points. A vertical line is at $x=1$. Horizontal lines are at $y=1, 3, 5$ and $y=7$. Vertical lines are at $x=2, 4, 6, 8$ and $x=10$. Data points are black dots at $(2,1), (4,1), (6,1), (8,1), (10,1), (2,3), (4,3), (6,3), (8,3), (10,3), (2,5), (4,5), (6,5), (8,5), (10,5), (2,7), (4,7), (6,7), (8,7)$ and $(10,7)$.

	()
	()
	()
	()
	()
	()
	()
	()
	()
	()
	()
	()
	()
	()
	()

	()
	()
	()

مُقَدِّمةٌ

()

()

()

()

:

-

-

-

-

- - -

:

.

"

(:

) "

)

"

. (:)

"

) "

. (:

- - -

()

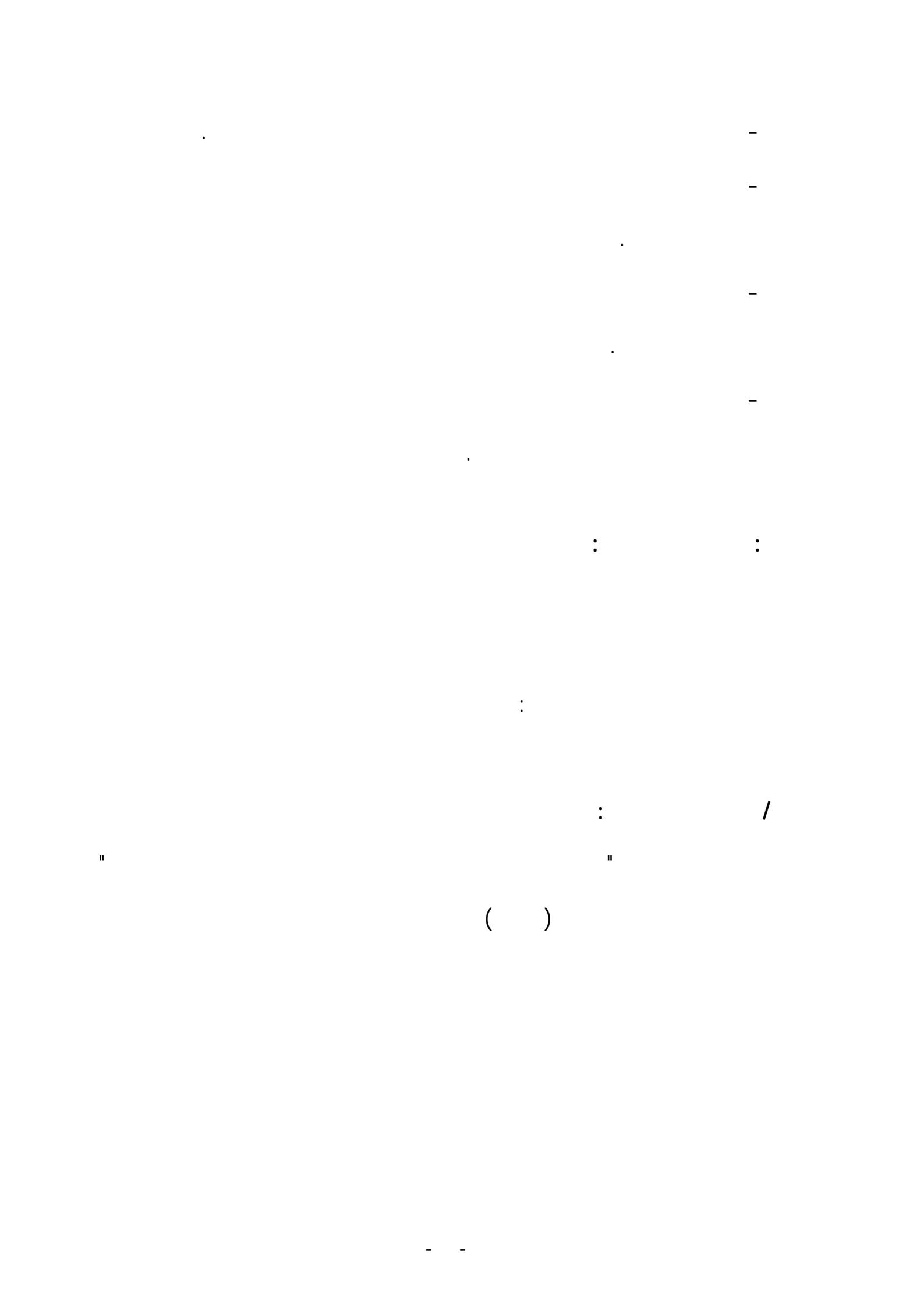
()

(:)

:

) .

(



(%)

(%)

(%)

/

() •

()

"

)

(

()

"

•

"

‰

“

“

()

()

:

‰

" :

()

;

.

.

.

.

() () ()

" :

()

"

- -

:

.

()

"

"

•

()

(

-

)

:

- -

()

()

()

()

" () •

"

()

()

%

%

%

%

%

()

•

%

%

%

%

%

()

•

:

:

•

•

•

•

•

•

•

:

:

()

(:)

- -

"

:

· (· : ·) "

:

) .

. (:

"

()

"

.

(Sevrin and Tankard ,1979)

(Palmgreen , 1997)

(Greenberg , 1974)

()

) .

(:

()

() .

uses and gratification

()

:

How

Why

(:)

: **Public health**

•

: **Personal Health**

•

).

(:)

(Schramm)

() -

() -

).

. (: :

: : :

· (:)

(William j.h., 1959: 7) .

(Carter, L, 1998:17) .

(:).

(:) .

{ :

} :

{

. {

:

(وكلوا وأشربوا ولا تسرفوا)
(إن الله لا يغير ما بقوم حتى يغيروا ما بأنفسهم)

(إِذَا سَمِعْتُمْ بِالْطَّاعُونَ بِأَرْضٍ فَلَا تَدْخُلُوهَا وَإِذَا حَلَّ
بِأَرْضٍ وَأَنْتُمْ فِيهَا فَلَا تَخْرُجُوهَا مِنْهَا) . (النَّظَافَةُ مِنَ الْإِيمَانِ) . (:

- :

:

:

{ وَكُلُوا مِنْ طَيِّبَاتِ مَا رَزَقْنَاكُمْ }

： ） ． (

(Healthy life style)

().

(:).

(Dervin, 1976)

:

:

.

:

. (:) .

()

.

()

(:).

2

(:) .

:

()

.

:

()

： ()

()

(:).

2

2

).

(:

%

%

{

}

()

()

()

:

:

-

-

()



()

(Spss)

;

()

%		
,		
,		
,		
,		
,		
,		

()

;

() - -

- - -

()

- - -

%

(%)

() :
()

{ } }

()

%		
,		
,		
,		
,		

()

(% ,)

(% ,) (% ,)
()

()

()

%		
'		
'		
'		
'		
'		

()

(% ,)

(% ,)

(% ,)

()

(% ,)

(

)

. ()

()

%		
,		
,		
,		

()

(% ,)

(% ,)

(% ,)

()

()

()

%		
,		
,		
,		

()

(% ,)

(% ,)

(% ,)

()

()

()

()

()

%		
,		
,		
,		

()

(% ,)

(% ,)

(% ,)

() ()

()

()

%		

()

()

%		

()

()

%		

()

(% ,)

(% ,)

(% ,)

(% ,)

()

%		

()

(% ,)

()

(% ,)

(% ,)

(% ,)

()

%		
,		

()

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

()

%		

()

(% ,)

(% ,)

(% ,)

(% ,)

()

%		
,		
,		
,		
,		

()

(% ,)

(% ,

(% ,)

(% ,)

(% ,)

()

%		
,		
,		
,		
,		

()

(% ,)

(% ,)

(% ,)

.(%,)

()

%		
,		
,		
,		
,		

()

(% ,)

(% ,)

(% ,)

(% ,)

()

	%		%		%		
	'		'		'		
	'		'		'		
	'		'		'		
	'		'		'		
	'				'		
	'		'				
	'		'		'		
	'		'				
	'		'		'		
	'		'		'		
	'		'		'		
	'		'		'		

()

:

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

()

()

- 3 -

—

1

1

% %

()

%		%		%		%		
'		'		'		'		
		'		'		'		
'		'		'		'		
'		'		'		'		
'		'		'		'		
'		'						
'		'						
'		'		'		'		
'		'		'		'		
		'		'		'		

()

- :

-

- -

(%)

//

% - %

()

()

%

()

:

()

%		%	
,		,	
,		,	
,		,	
,		,	
,		,	
,		,	
,		,	
,		,	

()

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

. (% ,)

()

%		%		%		%	
'		'		'		'	
'		'		'		'	
'		'		'		'	
'		'		'		'	
'		'		'		'	
'		'		'		'	
'		'		'		'	

()

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

. (% ,)

% ,)

. (% ,)

. (% ,)

(,)

()

()

:

-:

//

-

%

-

%

-:

//

-

-

-

-

-

-:

//

-

-

//

()

%		%		
,		,		
,		,		
,		,		
,		,		
,		,		
,		,		
,		,		

()

(% ,)

(% ,)

(% ,)

(% ,)

(% ,)

.(% ,)

:

()

0	0.073	9047	
0	0.071	8709	
0	0.133	8865	
0.039	0.023	8423	
0	0.151	8579	
0	0.2	8787	

()

()

%		%		%		%		
'		'		'		'		
'		'		'		'		
'		'		'		'		
'		'		'		'		
'		'		'		'		
'		'		'		'		
'		'		'		'		

()

//

:

%

:

//

%)

-

(

%)

-

(

:

(%)

%

:

()

0	-0.048	8003	
0.926	0.001	8049	
0.002	-0.034	8049	
0.008	-0.03	8026	
0.32	-0.011	7934	
0.036	0.023	8049	

()

()

()

()

()

()

•

()

()

()

()

()

()

•

()

()

()

()

•

(%)

()

()

()

()

()

()

•

()

()

:

)

(

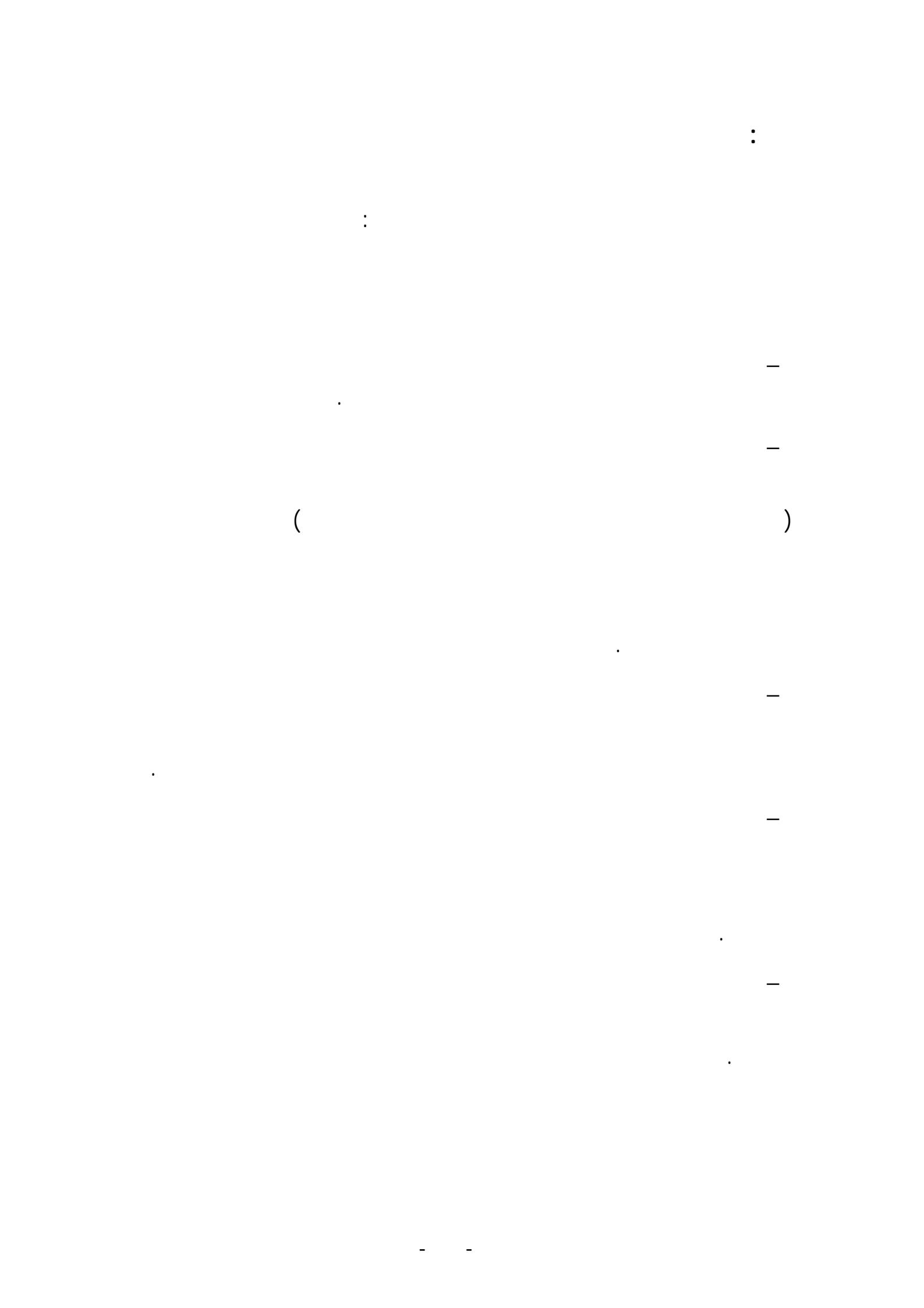
}

{

)

(

()



()

()

()

()

()

· : _____ .() . -

_____ .() -

_____ .() . -

_____ .() -

_____ :

_____ () -

_____ " () -

_____ .() . -

_____ .() . -

_____ .() . -

_____ " " -

_____ .() . -

_____ .() . -

() . -

" " -----

" () . -

() . -

: -----

() . -

. () . -

/ . () . -

. () . -

()

% : . () .

.() .

()

..()

- 1- **Ann, Burkitt, (1983): Health education ' community Health.**
- 2- **Carter, L, Marshall, MD, (1998) toward an educated Health Consumer, Mass Communication and Quality in Medical care.**
- 3- **Kilander . H.p. school health education: New York, the Macmillan Company. (1962), p6.**
- 4- **Reagan, J. and Collins, J. (1987): Sources for health care Information in two small communities, journalism quarterly, and vol. 64.**
- 5- **World Health Organization (1988): Education for health, AMANUL On health education in primary health care, communicating the health message: methods and media.**
- 6- **William j.h. and abennathy, r, health education in school (New York, the Roland press company. (1959). p7**

